

*North Hollywood Business Improvement District Corporation  
 (NoHo BID)  
 Board of Director's Meeting*

*January 13th, 2016 @ 11a.m.  
 NOHO BID Office, 5026 Lankershim Blvd.*

<b>BOARD OF DIRECTORS</b>	<b>PRESENT</b>	<b>ABSENT</b>
Bob Akhavan	X	
Al Siegel	X	
Gail Pena		X
Linda Fulton	X	
Kevin Bailey	X	
Scott McCarter/Michelle Lane	X	
Ed Levy		X
Josh Marx/Danielle Schoelen		X
<b>STAFF MEMBERS</b>		
Steve Gibson, Urban Place Consulting Group		X
Aaron Aulenta, Urban Place Consulting Group	X	
<b>GUESTS</b>		
Molly Larson, Chrysalis	X	
Angelina Schneider, CD2	X	
Brian Lammert/Brian Sanchez, Securitas	X	
Sally Shore, Lit Crawl	X	
Gerda Govine, Lit Crawl	X	

## **1. Call to Order**

B. Akhavan called the meeting to order at 11:05 a.m.

## **2. Public Comment**

No public comment.

## **3. Lit Crawl Presentation**

S. Shore and G. Govine gave a re-cap of the 2015 event and discussed planning for the 2016 event. The 2016 event will be held on October 26<sup>th</sup>, 2016.

## **4. LAPD Report**

No report.

## **5. Approval of Minutes**

**MOTION:** To approve the 12/9/15 board minutes.

Moved by: K. Bailey

Seconded by: L. Fulton

**PASSED: Yes**

## **6. Financial Report**

A. Aulenta explained the financials for December 2015. Total income for the year finished under by \$18,500. The majority of this is from assessment revenue being under due to delinquent assessments and penalty fees being waived by the County on Prudential parcels that were revalued by the County, as well as delinquent payments. A detailed month by month breakdown on assessment receivables was also provided.

Administration, Office, Communication and Public Space Management finished under for the year. In total, expenses finished \$35,500 under budget for the year with the majority related to Public Space Management increases in minimum wage and ACA requirements that didn't occur in 2015, but were budgeted for.

**MOTION:** To approve current financial report.

Moved by: K. Bailey

Seconded by: L. Fulton

**PASSED: Yes**

## **7. Marketing Committee Report**

No report.

## **8. Operations Report**

B. Lammert (Securitas) discussed current district crime trends and activity. This included the recent mass tagging incident on 1/3/16. A. Aulenta discussed the Vegan Festival and an opportunity to coordinate and organize parking.

## **9. New Business**

No new business.

## **10. Adjourn**

Meeting adjourned at 12.10 p.m.

*North Hollywood Business Improvement District Corporation  
(NoHo BID)  
Board of Director's Meeting*

*February 10, 2016 @ 11a.m.  
NOHO BID Office, 5026 Lankershim Blvd.*

<b>BOARD OF DIRECTORS</b>	<b>PRESENT</b>	<b>ABSENT</b>
Bob Akhavan	X	
Al Siegel	X	
Gail Pena	X	
Linda Fulton	X	
Kevin Bailey		X
Scott McCarter/Michelle Lane		X
Ed Levy	X	
Josh Marx/Danielle Schoelen		X
<b>STAFF MEMBERS</b>		
Steve Gibson, Urban Place Consulting Group		X
Aaron Aulenta, Urban Place Consulting Group	X	
<b>GUESTS</b>		
Molly Larson, Chrysalis	X	
Angelina Schneider, CD2		X
Brian Lammert, Securitas	X	
Nancy Bianconi	X	

## **1. Call to Order**

B. Akhavan called the meeting to order at 11:12 a.m.

## **2. Public Comment**

No public comment.

## **3. LAPD Report**

No report.

## **4. Approval of Minutes**

**MOTION:** To approve the 1/13/16 board minutes.

Moved by: L. Fulton

Seconded by: A. Siegel

**PASSED: Yes**

## **5. Financial Report**

A. Aulenta explained the financials for January 2016. Total income for the month is under due to timing of the first payment from the City. Income received for the month of January included LANI grant income (banners), prior year assessment income, and 2015 general benefit income.

Administration, Office, Communication and Public Space Management were under budget for the month of January. Maintenance is planned to be under budget until July when the first of the City's minimum wage increases begins. And Safety should run under until May, when the BID implements the planned hiring of 1 additional officer.

**MOTION:** To approve current financial report.

Moved by: A. Siegel

Seconded by: E. Levy

**PASSED: Yes**

## **6. Marketing Committee Report**

N. Bianconi discussed proposed digital kiosks from L.A. Tourism. Both N. Bianconi and A. Aulenta spoke with L.A. Tourism regarding a kiosk for NoHo, but the fit with the District was not right. N. Bianconi also discussed the NoHo card and the Academy's request for increased distribution to its members.

## **7. Operations Report**

B. Lammert (Securitas) discussed current district crime trends and activity. M. Larson (Chrysalis) discussed maintenance activity. A. Aulenta discussed a potential DWP account at NoHo Plaza for lighting.

## **8. New Business**

No new business.

## **9. Adjourn**

Meeting adjourned at 11:54 a.m.

*North Hollywood Business Improvement District Corporation  
(NoHo BID)  
Board of Director's Meeting*

*March 9, 2016 @ 11a.m.  
NOHO BID Office, 5026 Lankershim Blvd.*

<b>BOARD OF DIRECTORS</b>	<b>PRESENT</b>	<b>ABSENT</b>
Bob Akhavan	X	
Al Siegel	X	
Gail Pena	X	
Linda Fulton		
Kevin Bailey		X
Scott McCarter/Michelle Lane		X
Ed Levy	X	
Josh Marx/Danielle Schoelen		X
<b>STAFF MEMBERS</b>		
Steve Gibson, Urban Place Consulting Group		X
Aaron Aulenta, Urban Place Consulting Group	X	
<b>GUESTS</b>		
Rick Stoff, Chrysalis	X	
Angelina Schneider, CD2	X	
Nick Goodman, NoHo IFF	X	
Nancy Bianconi	X	

## **1. Call to Order**

B. Akhavan called the meeting to order at 11:05 a.m.

## **2. Public Comment**

N. Goodman spoke on the upcoming NoHo International Film Festival and thanked the BID for its support.

## **3. LAPD Report**

No report.

## **4. Approval of Minutes**

**MOTION:** To approve the 2/10/16 board minutes.

Moved by: A. Siegel

Seconded by: E. Levy

**PASSED: Yes**

## **5. Financial Report**

A. Aulenta explained the financials for February 2016. The BID received \$164,162 (1<sup>st</sup> payment) in assessment revenue for the month. Total income for the year is under due to timing. Administration is over budget for the year due to the timing of the City Fee collected. Office, Communication and Public Space Management were under budget for the month of February and year to date. Maintenance is planned to be under budget until July when the first of the City's minimum wage increases begins. And Safety should run under until May, when the BID implements the planned hiring of 1 additional officer. Balance sheet for the end of February: Bank accounts are \$169,000, total liabilities is \$35,000, total equity is \$140,000.

**MOTION:** To approve current financial report.

Moved by: A. Siegel

Seconded by: G. Pena

**PASSED: Yes**

## **6. Marketing Committee Report**

N. Bianconi updated the Board on the NoHo Card and sign-ups.

B. Akhavan discussed the recent street box art meeting.

A. Aulenta discussed LANI grant money and the need to replace the remaining district banners. LANI grant money would pay for \$3,000 and the BID would spend \$4,000 for new banners. These funds were budgeted for in the events/destination marketing portion of the budget.

**MOTION:** To approve the purchase and installation of District banners.

Moved by: E. Levy

Seconded by: A. Siegel

**PASSED: Yes**

## **7. Operations Report**

Rick Stoff (Chrysalis) discussed maintenance activity. A. Aulenta (in place of Brian Lammert) discussed current district crime activity.

A. Aulenta discussed lighting at NoHo Plaza. The board discussed a new account with DWP at a reduced rate to pay for the monthly electricity costs of the LED lights, and moving forward with opening the account. The lights would be on a half PE cell that would automatically turn the lights when dark and turn off the lights halfway through the night. Also discussed were the planters, adding trees, and the spotting resulting from watering. A. Aulenta will bring a proposal back to consider adding matching saucers under the planters.

## **8. New Business**

No new business.

## **9. Adjourn**

Meeting adjourned at 12:15 p.m.

*North Hollywood Business Improvement District Corporation  
(NoHo BID)  
Board of Director's Meeting*

*April 13, 2016 @ 11a.m.  
NOHO BID Office, 5026 Lankershim Blvd.*

<b>BOARD OF DIRECTORS</b>	<b>PRESENT</b>	<b>ABSENT</b>
Bob Akhavan	X	
Al Siegel	X	
Gail Pena		X
Linda Fulton	X	
Kevin Bailey		X
Scott McCarter/Michelle Lane		X
Ed Levy	X	
Josh Marx/Danielle Schoelen		X
<b>STAFF MEMBERS</b>		
Steve Gibson, Urban Place Consulting Group		X
Aaron Aulenta, Urban Place Consulting Group	X	
<b>GUESTS</b>		
Rick Stoff(Adam), Chrysalis	X	
Jackie Keene/Angelina Schneider, CD2	X	
Paul Storiale, Neighborhood Council	X	
Brian Lammert, Securitas	X	

## **1. Call to Order**

B. Akhavan called the meeting to order at 11:05 a.m.

## **2. Public Comment**

None

## **3. LAPD Report**

No report.

## **4. Approval of Minutes**

**MOTION:** To approve the 3/9/16 board minutes.

Moved by: L. Fulton

Seconded by: A. Siegel

**PASSED: Yes**

## **5. Financial Report**

A. Aulenta explained the financials for March 2016. The BID received \$41,077.71 (2nd payment) in assessment revenue for the month and the annual general benefit payment from the City at \$26,188. Total income for the year. Administration is over budget for the year due to the timing of the City Fee collected. Office and Public Space Management were under budget for the month of March and year to date. Communication was over for the month and year due to timing of spending on banner replacement. Maintenance is planned to be under budget until July when the first of the City's minimum wage increases begins. And Safety should run under until May, when the BID implements the planned hiring of 1 additional officer. Balance sheet as of March 31st: Bank accounts are at \$187,007.72, total liabilities is \$40,306.71, total equity is \$153,201.41.

**MOTION:** To approve current financial report.

Moved by: E. Levy

Seconded by: L. Fulton

**PASSED: Yes**

## **6. Operations Report**

Adam(Chrysalis) discussed maintenance activity. B. Lammert discussed current district crime activity.

A. Aulenta discussed NoHo Plaza items under consideration. LADOT's People St program which birthed NoHo Plaza received a national award from the American Planning Association. The BID recently applied for a City grant to help program the People St over the summertime months. Included in the grant proposal was a talent coordinator position to help with the events. A. Aulenta brought a proposal to the board to add saucers to the planters at NoHo Plaza to remedy the staining issue. The maintenance budget for plaza maintenance has room to absorb the cost (\$1,960) of adding the saucers.

**MOTION:** To approve purchasing 13 planter saucers

Moved by: L. Fulton

Seconded by: A. Siegel

**PASSED: Yes**

A. Aulenta and A. Schneider discussed adding string lighting to NoHo Plaza. The BID would receive funding from CD2 to purchase and install the lighting. Board looked over and chose a preferred LED bulb option.

## **7. New Business**

Discussion about Starbucks (Lankershim/Magnolia and issues around property.

Discussion about removing concrete benches/trashcans in the public right of way.

## **8. Adjourn**

Meeting adjourned at 12:07 p.m.

*North Hollywood Business Improvement District Corporation  
 (NoHo BID)  
 Board of Director's Meeting*

*May 11, 2016 @ 11a.m.  
 NOHO BID Office, 5026 Lankershim Blvd.*

<b>BOARD OF DIRECTORS</b>	<b>PRESENT</b>	<b>ABSENT</b>
Bob Akhavan	X	
Al Siegel	X	
Gail Pena	X	
Linda Fulton	X	
Kevin Bailey		X
Scott McCarter/Michelle Lane	X	
Ed Levy	X	
Josh Marx/Danielle Schoelen		X
<b>STAFF MEMBERS</b>		
Steve Gibson, Urban Place Consulting Group		X
Aaron Aulenta, Urban Place Consulting Group	X	
<b>GUESTS</b>		
Rick Stoff, Chrysalis	X	
Angelina Schneider, CD2	X	
Paul Storiale, Neighborhood Council	X	
Brian Lammert, Securitas	X	
Nancy Bianconi, NoHo Communication Group	X	
John Catalano, LAPD	X	

## **1. Call to Order**

B. Akhavan called the meeting to order at 11:04 a.m.

## **2. Public Comment**

R. Stoff, Chrysalis, discussed new Chrysalis collateral piece on the program's success in 2015.

## **3. LAPD Report**

J. Catalano reported on current and year-to-date crime trends. Crime is up 12% year-to-date.

## **4. Approval of Minutes**

**MOTION:** To approve the 4/13/16 board minutes.

Moved by: A. Siegel

Seconded by: L. Fulton

**PASSED: Yes**

## **5. Financial Report**

A. Aulenta explained the financials for April 2016. The BID received \$55,004.72 (3rd payment) in assessment revenue for the month. Total income for the year is over budget. Administration is over budget for the year due to the timing of the City Fee collected. Office and Public Space Management were under budget for the month of April and year to date. Communication was over for the month and year due to timing of spending on banner replacement. Maintenance is planned to be under budget until July when the first of the City's minimum wage increases begins. And Safety should run under until May, when the BID implements the planned hiring of 1 additional safety officer. Balance sheet as of April 30th: Bank accounts are at \$187,414.25, total liabilities is \$37,444.06, total equity is \$156,470.59.

**MOTION:** To approve current financial report.

Moved by: L. Fulton

Seconded by: G. Pena

**PASSED: Yes**

A. Aulenta discussed budget projections for 2017 including labor increases resulting from the City's minimum wage increases. To maintain the current same level of service in 2016 and maintain close to 1 month of reserves a 5% increase is needed.

**MOTION:** To increase 2017 assessments by 5%.

Moved by: L. Fulton

Seconded by: A. Siegel

**PASSED: Yes**

## **6. Marketing Report**

N. Bianconi (NoHo Communications Group) discussed the NoHo Card and gave an update on the State Cultural District grant.

## **7. Operations Report**

R. Stoff (Chrysalis) discussed maintenance activity. B. Lammert (Securitas) discussed current district crime activity.

A. Aulenta discussed a 2-year extension to the current Memorandum of Understanding (MOU) with the City of LA to maintain the LADOT People St plaza or NoHo Plaza.

**MOTION:** To approve signing a 2-year extension to the original MOU to maintain NoHo Plaza.

Moved by: A. Siegel

Seconded by: E. Levy

**PASSED: Yes**

A. Aulenta discussed applying for a \$15,000 Arts Activation grant for programming NoHo Plaza over the summer 2016 and the need for a talent coordinator/curator to assist. Funding for such a position is included in the grant request and does not come out of BID assessment funds. The BID issued a 'call for curator' to 4 individuals/firms contingent upon receiving grant funds. Board discussed and choose NoHo Communications Group as the talent curator if the grant is successful.

A. Aulenta discussed request from Los Angeles American Planning Association chapter for a donation request. Board decided against contributing.

## **8. New Business**

No new business.

## **9. Adjourn**

Meeting adjourned at 12:05 p.m.

*North Hollywood Business Improvement District Corporation  
(NoHo BID)  
Board of Director's Meeting*

*June 8, 2016 @ 11a.m.  
NOHO BID Office, 5026 Lankershim Blvd.*

<b>BOARD OF DIRECTORS</b>	<b>PRESENT</b>	<b>ABSENT</b>
Bob Akhavan	X	
Al Siegel	X	
Gail Pena	X	
Linda Fulton	X	
Kevin Bailey		X
Scott McCarter/Michelle Lane		X
Ed Levy	X	
Josh Marx/Danielle Schoelen		X
<b>STAFF MEMBERS</b>		
Steve Gibson, Urban Place Consulting Group		X
Aaron Aulenta, Urban Place Consulting Group	X	
<b>GUESTS</b>		
Rick Stoff, Chrysalis	X	
Angelina Schneider, CD2	X	
Paul Storiale, Neighborhood Council	X	
Brian Lammert, Securitas	X	
Nancy Bianconi, NoHo Communications Group	X	
John Catalano, LAPD		X

## **1. Call to Order**

B. Akhavan called the meeting to order at 11:05 a.m.

## **2. Public Comment on Agenda Items**

None.

## **3. Approval of Minutes**

**MOTION:** To approve the 5/11/16 board minutes.

Moved by: L. Fulton

Seconded by: A. Siegel

**PASSED: Yes**

## **4. Financial Report**

A. Aulenta explained the financials for May 2016. Total income for the year is under budget due to timing, \$126K (4<sup>th</sup> asmt payment) is due in before the end of June and just notified of \$105K MTA payment to be received in July. Administration is over budget for the year due to the timing of the City Fee collected at the beginning of 2016. Communication was under for the month and over for the year due to timing of spending on banner replacement. Office and Public Space Management were under budget for the month and year to date. Total expenses are under for the month and year. Balance sheet as of May 31st: Bank accounts are at \$140,172.66, total liabilities \$37,292.39, total equity is \$109,380.67. The 2015 Financial review is a couple days from being completed by the CPA firm. Once finished, the review will be emailed to the Board.

**MOTION:** To approve current financial report.

Moved by: A. Siegel

Seconded by: G. Pena

**PASSED: Yes**

## **5. Marketing Report**

N. Bianconi (NoHo Communications Group) discussed NoHo Card activity. Two new businesses joined the program this month.

## **6. Operations Report**

R. Stoff (Chrysalis) discussed maintenance activity. P. Storiale discussed pressure wash concerns. B. Lammert (Securitas) discussed current district crime activity/trends.

A. Aulenta discussed the BIDs successful application for a \$15,000 Arts Activation grant to program and activate NoHo Plaza over the summer 2016. The first grant payment has not been received from the City and the summer schedule will begin next week on June 16<sup>th</sup>.

**MOTION:** To authorize spending not to exceed \$1,500 on the Experience NoHo Plaza Summer Series prior to initial grant payment being received.

Moved by: L. Fulton

Seconded by: E. Levy

**PASSED: Yes**

A. Aulenta discussed City of LA funds to provide festival lighting to NoHo Plaza, the contract for the funds, and estimated timeline for the project. A. Aulenta discussed the Department of City Planning's invite to hold a focus group on Orange Line station planning with the Board. Staff will look into holding the focus group before a future board meeting.

## **7. New Business**

No new business.

## **8. Adjourn**

Meeting adjourned at 12:10 p.m.

*North Hollywood Business Improvement District Corporation  
(NoHo BID)  
Board of Director's Meeting*

*September 14, 2016 @ 11a.m.  
NOHO BID Office, 5026 Lankershim Blvd.*

<b>BOARD OF DIRECTORS</b>	<b>PRESENT</b>	<b>ABSENT</b>
Bob Akhavan	X	
Al Siegel	X	
Gail Pena		X
Linda Fulton	X	
Kevin Bailey	X	
Scott McCarter/Michelle Lane		X
Ed Levy		X
Josh Marx/Danielle Schoelen		X
<b>STAFF MEMBERS</b>		
Steve Gibson, Urban Place Consulting Group		X
Aaron Aulenta, Urban Place Consulting Group	X	
<b>GUESTS</b>		
Rick Stoff, Chrysalis	X	
Angelina Schneider, CD2	X	
Samantha Simmonds, NoHo Communications Group	X	
Brian Lammert, Securitas	X	
Nancy Bianconi, NoHo Communications Group	X	
John Catalano, LAPD	X	

## **1. Call to Order**

B. Akhavan called the meeting to order at 11:09 a.m.

## **2. Public Comment on Agenda Items**

None.

## **3. Experience NoHo Plaza Recap**

N. Bianconi and S. Simmonds gave a re-cap of the summer arts entertainment series at NoHo Plaza that was funded by an Arts Activation grant from Cultural Affairs. Board discussed timing of next Arts Activation grant availability.

## **4. LAPD Report**

J. Catalano gave an update on current District crime trends.

## **5. Approval of Minutes**

**MOTION:** To approve the 6/8/16 & 8/10/16 board minutes.

Moved by: A. Siegel

Seconded by: K. Bailey

**PASSED:**

## **6. Financial Report**

A. Aulenta explained the financials for August 2016. Total income for the year is over budget due to timing. \$20K in assessment funding is expected in next month. A new category for grant income has been added going forward to help track grant funds. Administration is over budget for the year due to the timing of the City Fee collected at the beginning of 2016 and CPA fees. Communication was over for the month and over for the year due to Arts Activation grant expenses. Office expenses were over budget for month and year to date due to timing of insurance. Public Space Management was over budget for the month due to 5 weeks of security expenses and under year to date. Total expenses are under for the month and year. Balance sheet as of August 31st: Bank accounts are at \$249,194, total liabilities \$42,510.11, total equity is \$213,184.

**MOTION:** To approve current financial report.

Moved by: A. Siegel

Seconded by: K. Bailey

**PASSED: Yes**

## **7. Operations Report**

R. Stoff (Chrysalis) discussed maintenance activity. B. Lammert (Securitas) discussed safety statistics and activity.

A. Aulenta gave an update on the streetbox art (4 boxes to be painted at the end of September). 11:11 also made a request to BID to purchase anti-graffiti coating from 11:11. A. Schneider, CD2 indicated that the coating was included in the 11:11 budget for each box.

## **8. New Business**

A. Aulenta discussed contacting LUXE valet parking about neighborhood criteria.

Also discussed surveying District owners about across the street lighting.

## **9. Adjourn**

Meeting adjourned at 12:05 p.

*North Hollywood Business Improvement District Corporation  
 (NoHo BID)  
 Board of Director's Meeting*

*October 12, 2016 @ 11a.m.  
 NOHO BID Office, 5026 Lankershim Blvd.*

<b>BOARD OF DIRECTORS</b>	<b>PRESENT</b>	<b>ABSENT</b>
Bob Akhavan	X	
Al Siegel	X	
Gail Pena		X
Linda Fulton	X	
Scott McCarter/Michelle Lane	X	
Ed Levy		X
Josh Marx/Danielle Schoelen		X
<b>STAFF MEMBERS</b>		
Steve Gibson, Urban Place Consulting Group		X
Aaron Aulenta, Urban Place Consulting Group	X	
<b>GUESTS</b>		
Rick Stoff, Chrysalis	X	
Angelina Schneider, CD2		X
John Catalano, LAPD		X
Brian Lammert, Securitas	X	
Nancy Bianconi, NoHo Communications Group	X	

## **1. Call to Order**

B. Akhavan called the meeting to order at 11:04 a.m.

## **2. Public Comment on Agenda Items**

None.

## **3. LUXE Valet Parking Presentation**

Presentation moved to November meeting.

## **4. LAPD Report**

No Report.

## **5. Approval of Minutes**

**MOTION:** To approve the 9/14/16 board minutes.

Moved by: A. Siegel

Seconded by: L. Fulton

**PASSED:**

## **6. Financial Report**

A. Aulenta explained the financials for September 2016. Received \$22,244 in income for the month of September. Total income for the year is over budget due to timing. \$3,750K in Arts Activation grant funding is expected in next month. Administration is over budget for the year due to the timing of the City Fee collected at the beginning of 2016 and CPA fees. Communication was over for the month and over for the year due to Arts Activation grant expenses. Office expenses were under budget for month and over year to date due to timing of insurance. Public Space Management was under budget for the month due and under year to date. Total expenses are under for the month and year. Balance sheet as of September 30th: Bank accounts are at \$216,941.72, total liabilities \$37,375.46, total equity is \$186,066.66.

**MOTION:** To approve current financial report.

Moved by: A. Siegel

Seconded by: L. Fulton

**PASSED: Yes**

## **7. Marketing Report**

N. Bianconi discussed the NoHo Card program. The board began discussing ideas for creating a digital platform for the NoHo Card, as well as the business brochure. N. Bianconi and A. Aulenta will bring back some ideas at future meetings for 2017.

## **8. Operations Report**

R. Stoff (Chrysalis) discussed maintenance activity and pressure washing. B. Lammert (Securitas) discussed safety statistics and district activity.

A. Aulenta gave an update on the street box art and on the NoHo Artwalk monthly event.

## **9. New Business**

No new business.

## **10. Adjourn**

Meeting adjourned at 12:10 p.m.

*North Hollywood Business Improvement District Corporation  
 (NoHo BID)  
 Board of Director's Meeting*

*November 9, 2016 @ 11a.m.  
 NOHO BID Office, 5026 Lankershim Blvd.*

<b>BOARD OF DIRECTORS</b>	<b>PRESENT</b>	<b>ABSENT</b>
Bob Akhavan	X	
Al Siegel	X	
Gail Pena		X
Linda Fulton	X	
Scott McCarter/Michelle Lane		X
Ed Levy	X	
Josh Marx/Danielle Schoelen	X	
<b>STAFF MEMBERS</b>		
Steve Gibson, Urban Place Consulting Group		X
Aaron Aulenta, Urban Place Consulting Group	X	
<b>GUESTS</b>		
Rick Stoff, Chrysalis	X	
Angelina Schneider, CD2	X	
John Catalano, LAPD		X
Brian Lammert, Securitas	X	
Nancy Bianconi, NoHo Communications Group	X	
Georgie Thomas, LUXE	X	

## **1. Call to Order**

B. Akhavan called the meeting to order at 11:09 a.m.

## **2. Public Comment on Agenda Items**

None.

## **3. LUXE Valet Parking Presentation**

G. Thomas gave a presentation on the valet parking app LUXE and the criteria for bringing the service to a Neighborhood. A. Aulenta will provide LUXE with some possible parking lots to explore use as a 1<sup>st</sup> step in the process to bring them to the neighborhood.

## **4. LAPD Report**

No Report.

## **5. Approval of Minutes**

**MOTION:** To approve the 10/12/16 board minutes.

Moved by: A. Siegel

Seconded by: D. Schoelen

**PASSED:**

## **6. Financial Report**

A. Aulenta explained the financials for October 2016. Received \$4,074.77 in income for the month of October. Total income for the year is over budget due to timing. Administration is under budget for the month and over budget for the year due to the timing of the City Fee collected at the beginning of 2016 and CPA fees. Communication was under for the month and over for the year due to Arts Activation grant expenses. Office expenses were under budget for month and over year to date due to timing of insurance. Public Space Management was under budget for the month due and under year to date. Total expenses are under for the month and year. Balance sheet as of October 31st: Bank accounts are at \$172,365.74, total liabilities at \$38,081.59 and total equity at \$140,784.55.

**MOTION:** To approve current financial report.

Moved by: L. Fulton

Seconded by: A. Siegel

**PASSED: Yes**

A. Aulenta presented the 1<sup>st</sup> draft 2017 budget to the board. The budget includes a 5% increase on assessments for 2017, incorporates City minimum wage increases, and retains the same baseline level of service for the Clean and Safe teams. The BID is expected to start 2017 with \$55,000 in reserves and the draft budget will use \$9,700 of those reserves to supplement assessment income.

**MOTION:** To approve the 2017 budget.

Moved by: A. Siegel

Seconded by: L. Fulton

**PASSED: Yes**

## **7. Marketing Report**

N. Bianconi discussed the NoHo Card program and the idea of a public relations campaign in 2017 for the card. A. Aulenta followed up with ideas to bring the NoHo Card digital using QR coding on window displays and future collateral materials.

## **8. Operations Report**

R. Stoff (Chrysalis) discussed maintenance activity and pressure washing. B. Lammert (Securitas) discussed safety statistics and district activity.

A. Aulenta discussed installing Holiday ribbons on District parking meters and the BID across-the-street holiday banner. The current across-the-street banner needs to be re-done. Board approved holiday funding from the Communications budget to not exceed \$2,300 for a new banner and the holiday ribbon strands.

## **9. New Business**

No new business.

## **10. Adjourn**

Meeting adjourned at 12:05 p.m.

*North Hollywood Business Improvement District Corporation  
 (NoHo BID)  
 Board of Director's Meeting*

*December 14, 2016 @ 11a.m.  
 NOHO BID Office, 5026 Lankershim Blvd.*

<b>BOARD OF DIRECTORS</b>	<b>PRESENT</b>	<b>ABSENT</b>
Bob Akhavan	X	
Al Siegel	X	
Gail Pena	X	
Linda Fulton		X
Ed Levy	X	
Josh Marx/Danielle Schoelen	X	
<b>STAFF MEMBERS</b>		
Steve Gibson, Urban Place Consulting Group		X
Aaron Aulenta, Urban Place Consulting Group	X	
<b>GUESTS</b>		
Joel Holwerda, Chrysalis	X	
Angelina Schneider, CD2		X
John Catalano, LAPD		X
Brian Lammert, Securitas	X	
Nancy Bianconi, NoHo Communications Group	X	
Sally Shore/Rodger Weiss, Lit Crawl LA	X	

## **1. Call to Order**

B. Akhavan called the meeting to order at 11:06 a.m.

## **2. Public Comment on Agenda Items**

None.

## **3. LUXE Valet Parking Presentation**

S. Shore and R. Weiss gave a re-cap of this year's NoHo Lit Crawl Event. The date for next year's event is October 25, 2017.

## **4. LAPD Report**

No Report.

## **5. Approval of Minutes**

**MOTION:** To approve the 11/9/16 board minutes.

Moved by: A. Siegel

Seconded by: E. Levy

**PASSED:**

## **6. Financial Report**

A. Aulenta explained the financials for November 2016. Received \$0.00 in income for the month of November. Total income for the year is over budget due to timing. Administration is under budget for the month and over budget for the year due to the timing of the City Fee collected at the beginning of 2016 and CPA fees. Communication was over for the month due to the holiday banner and over for the year due to Arts Activation grant expenses. Office expenses were under budget for month and over year to date due to timing of insurance. Public Space Management was under budget for the month due and under for the year. Total expenses are under for the month and year. Balance sheet as of November 30th: Bank accounts are at \$124,819, total liabilities at \$43,323 and total equity at \$87,997.

**MOTION:** To approve current financial report.

Moved by: G. Pena

Seconded by: A. Siegel

**PASSED: Yes**

## **7. Marketing Report**

N. Bianconi discussed the NoHo Card program and a future meeting with the Academy to market the card to its members.

The board reviewed a work plan for 2017 from NoHo Communications Group to market and manage the NoHo Card program with no cost increase from 2016.

**MOTION:** To approve work plan with NoHo Communications Group for 2017.

Moved by: A. Siegel

Seconded by: E. Levy

**PASSED: Yes**

## **8. Operations Report**

J. Holwerda (Chrysalis) discussed maintenance activity and pressure washing. B. Lammert (Securitas) discussed safety statistics and district activity. Discussion on maintenance on abandoned shopping cart retrieval and collection. Chrysalis to look into streamlined solution for carts to be collected and returned.

A. Aulenta discussed annual Clean/Safe Holiday bonuses with the board.

**MOTION:** To approve Clean/Safe holiday bonuses totally \$3,050.

Moved by: A. Siegel

Seconded by: G. Pena

**PASSED: Yes**

## **9. New Business**

No new business.

## **10. Adjourn**

Meeting adjourned at 12:10 p.m.